

FIG.1

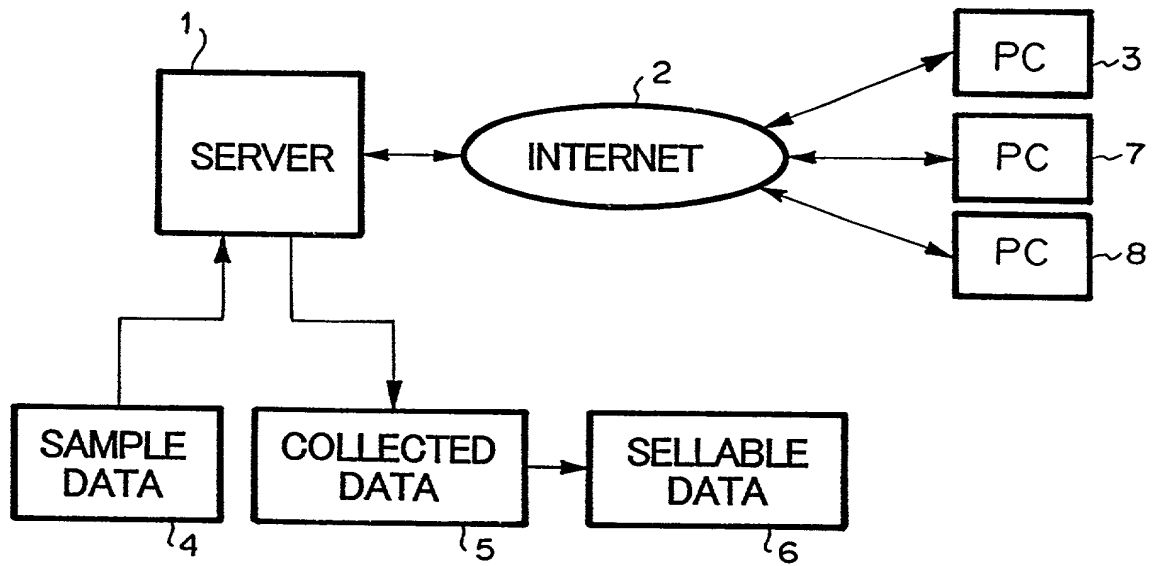


FIG.2

CATEGORY	PERSONAL INFORMATION	COLOR		SHAPE		SIZE	
		RED	BLUE	CIRCULAR	SQUARE	LARGE	SMALL
PC 3	A	1	0	0	1	0	1
PC 7	B	1	0	1	0	1	0
PC 8	C	1	0	1	0	0	1
TOTAL	—	3	0	2	1	1	2

FIG.3

- THE COLOR OF THE PRODUCT THAT SATISFIES THE MARKET NEEDS IS RED.
- THE SHAPE OF THE PRODUCT THAT SATISFIES THE MARKET NEEDS IS CIRCULAR.
- THE COLOR AND SHAPE OF THE PRODUCT THAT SATISFY THE MARKET NEEDS ARE RED AND CIRCULAR.
- THE COLOR AND SHAPE OF THE PRODUCT THAT SATISFY THE MARKET NEEDS CORRESPONDING TO PERSONAL INFORMATION OF THE USER 'A' ARE RED AND SQUARE.